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The Vision of Security

Ways to Better Your Business

Clever Uses of Video Surveillance

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Profitable

Business Practice

Reduce Shrinkage

Increase Sales

Actionable Analytic

Video surveillance can help monitor

Source of Shrinkage

Inventory Damage

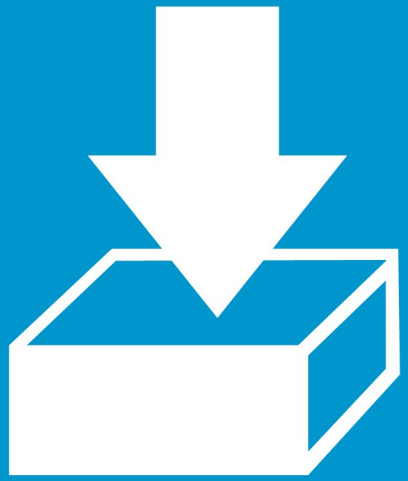
When goods are found defective, a video footage will help to check who's responsible.

Shoplifting

Shoplifting accounts for 38% of the total reduce shrinkage in retail, ranked as top lost for retailer.

Employee Theft

Employee theft, misappropriate funds, customer complaints.



Reduce Shrinkage

Sources of shrinkage: Shoplifting, employee theft, and administrative error (pricing mistake, inventory damage) can be effectively monitored and reviewed.

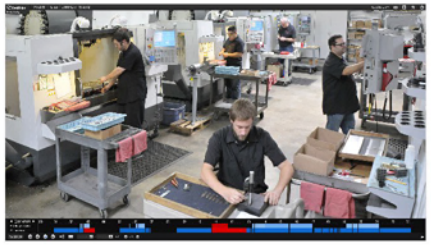
Inventory Damage

Shoplifting

Employee Theft

Inventory damage may occur during assembly, packing, delivery, and service.

When goods are found defective, a video footage will help to check who's responsible.



Assembly

Packing

Delivery

Service

High Definiton Video Evidence

HD video footage provides more image details for effective identification and forensic analysis. With technology nowadays, clear video footage can be captured even at complex lighting environment, or night-time at low-light.

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Inventory Damage | **Shoplifting** | Employee Theft

Shoplifting accounts for 38% of the total reduce shrinkage in retail, ranked as lot lost for retailer.

38%

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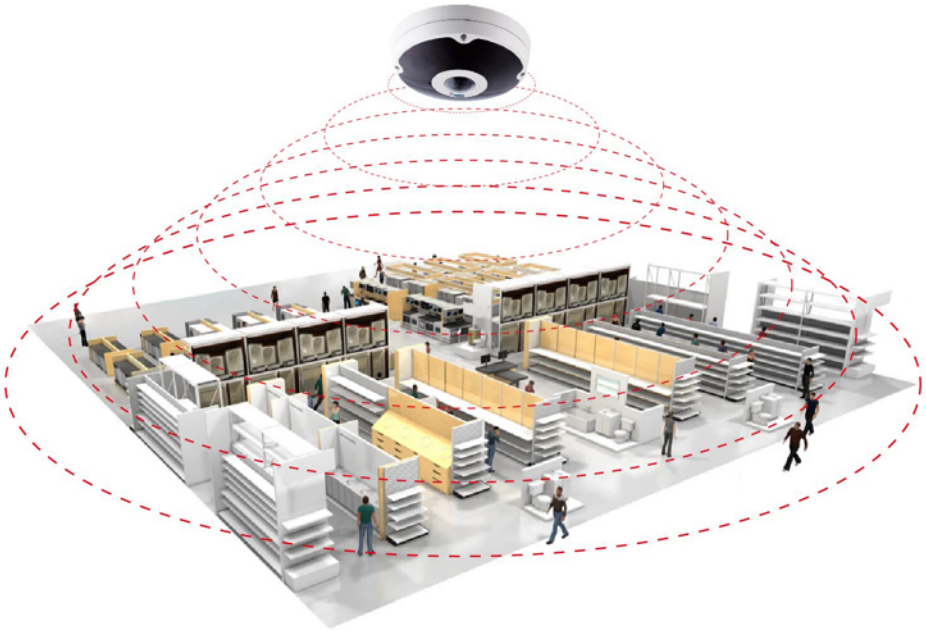
Avoid Blind Spot

Experienced shoplifter would hide at blind spot in a corner, besides putting items to bag, they change price label or switch with other item they brought to store. A fisheye-lens surveillance camera can help to avoid blind spot.



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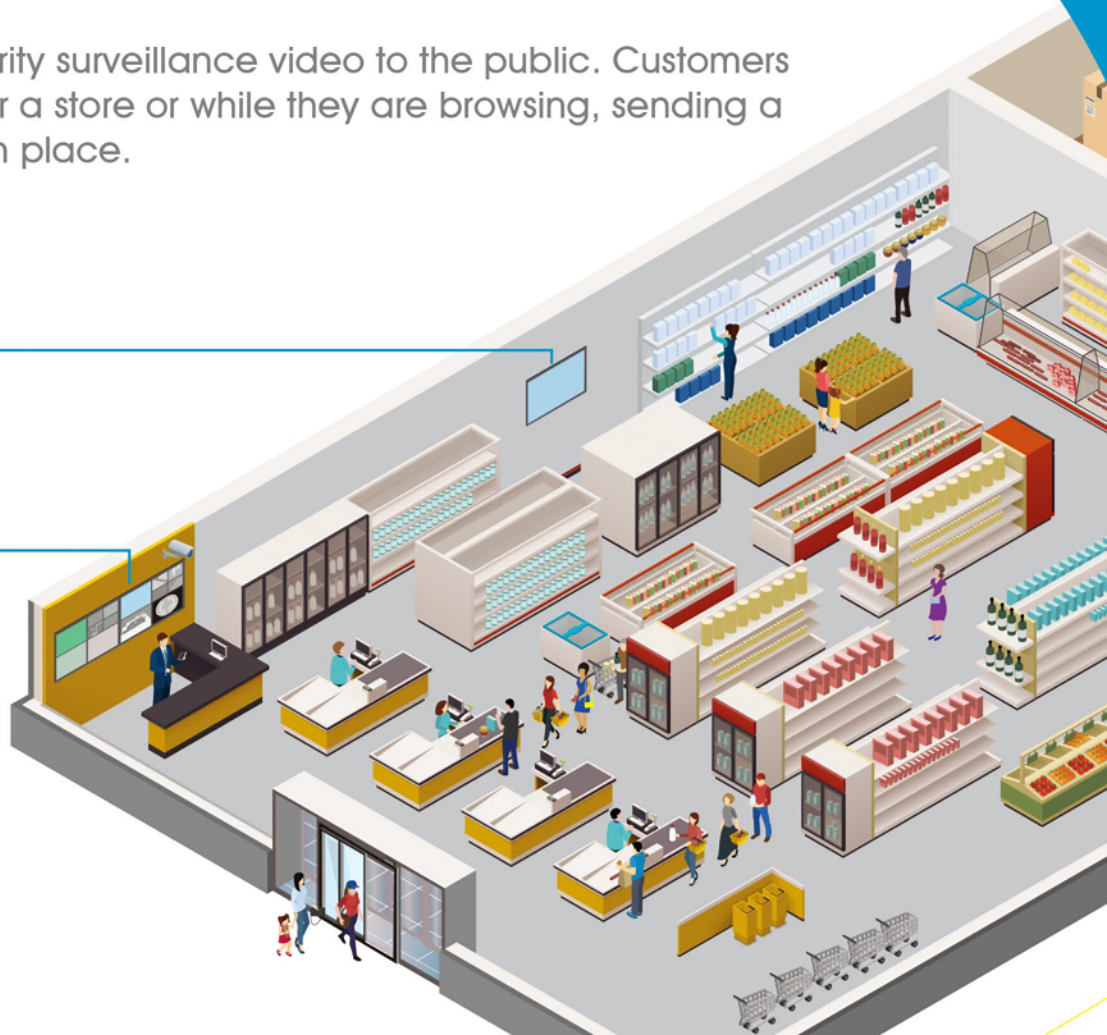
Warning

Public View Monitor displays selected security surveillance video to the public. Customers see live images of themselves as they enter a store or while they are browsing, sending a strong message that video surveillance is in place.



Inventory Damage

Shoplifting

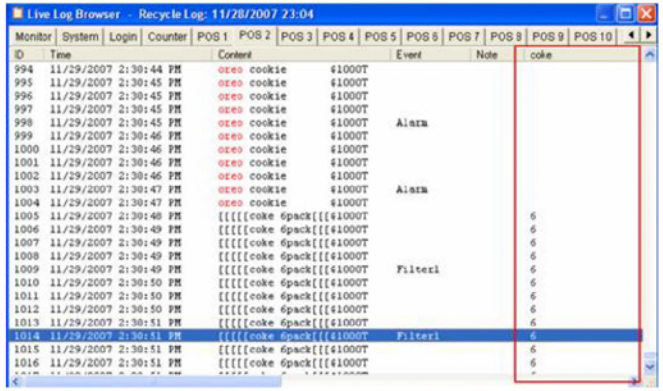
Employee Theft

Transaction Footage

Employee theft, misappropriate funds, customer complaints can be recorded and reviewed with transaction logs.

Get alerts when:

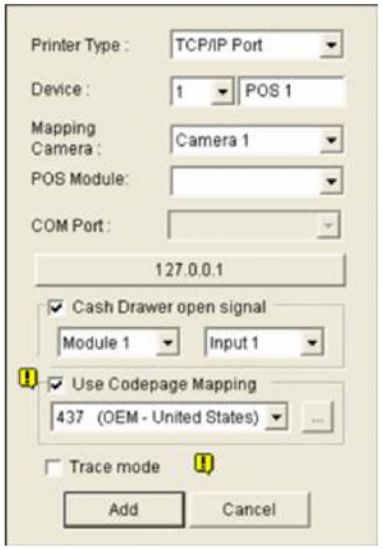
- Voiding Transactions
- Canceling Orders
- Specified Item Check

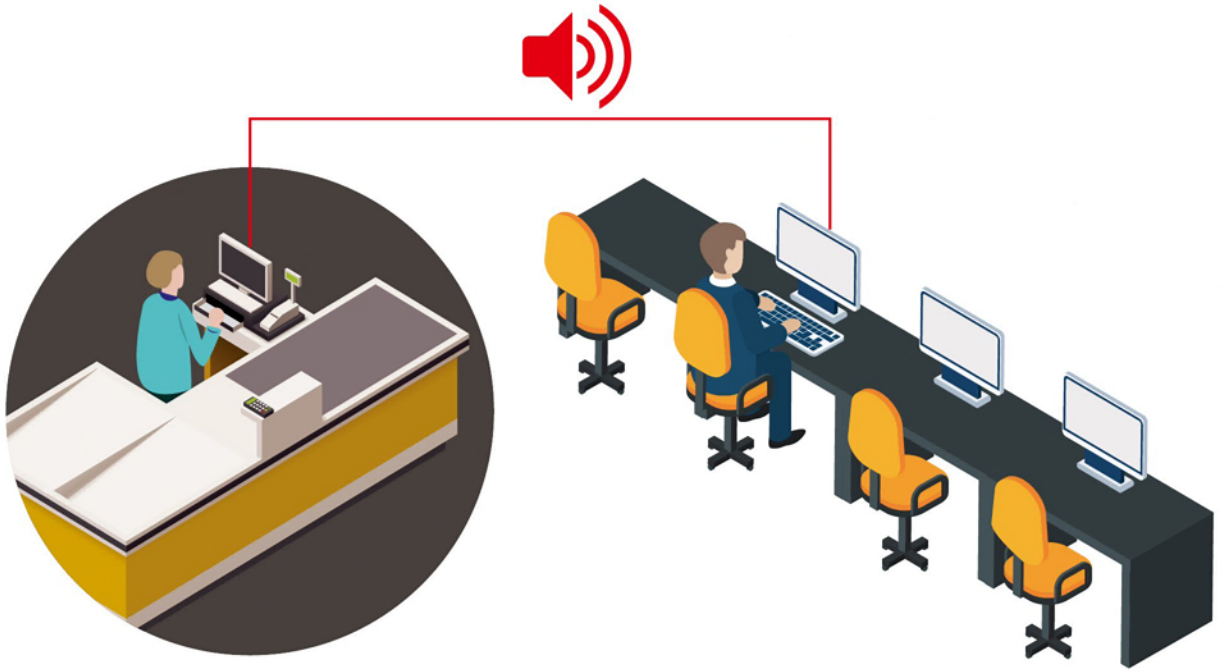


Inventory Damage | Shoplifting | **Employee Theft**

Cash Drawer Open Signal

Concerned about unauthorized or unusual drawer openings? Cash drawer open signal activates security cameras, time and date stamp security video recordings. Quickly review legitimacy of each transaction.





Increase Sales

Improve customer services is the essential to increase sales. Surveillance footage is a good source to audit appropriate attire and proper interaction with customers.

Making the Sale | Customer Experience | Store Performance

Making the Sale

Use real-time alerts to strike while the iron's hot! Real-time alerting when high-value item have been reviewed, and send an experienced salesperson over. An experienced salesperson may help to up-sell or cross-sell, or, just to make the sale.

Circle high-value merchandize on detection zoom

Real-time alert to mobile

Send more experienced staff to help

Making the Sale | **Customer Experience** | Store Performance

Better Customer Experience

Alert feature on touching threshold limit. Efficient alerting help managers to easily check on transactions of pre-defined items. Review sales performance and enable constructive coaching sessions with the sales personnel to drive sales faster in future.

Configure threshold limit for POS drawer of a high-value merchandize

Real-time alert of flag to post event review

Real-time interaction with customer or for later auditing

Making the Sale | Customer Experience | **Store Performance**

Store Performance

"Virtually patrolling" your store. HD video footage help to remotely audit your store, making sure the store is in compliance with display guidelines and cleanliness.

Actionable Analytic

With statistic collected from one or several stores, you can monitor conversion rates, analyze customer flows, effective promotional campaigns, reduced operational costs and increased customer satisfaction.

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Customer Flow

Heat Map

Data Analysis with report and graph

Counting | Heat Map | GV-Web Report

People Counting

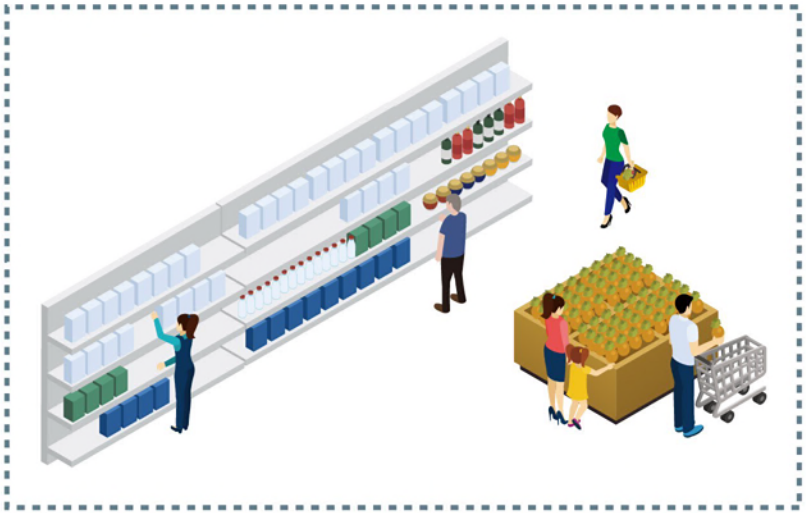
How many customer have entered your store? How much sales have them made? With people counting, you may calculate and review store's conversion rate. Also, you may measure traffic levels on hourly basis, and therefore optimizing staff deployment to match customer traffic.

Heat Map

Heat map helps to visualize hot zones of a store, helping you to improve store design and display strategies.

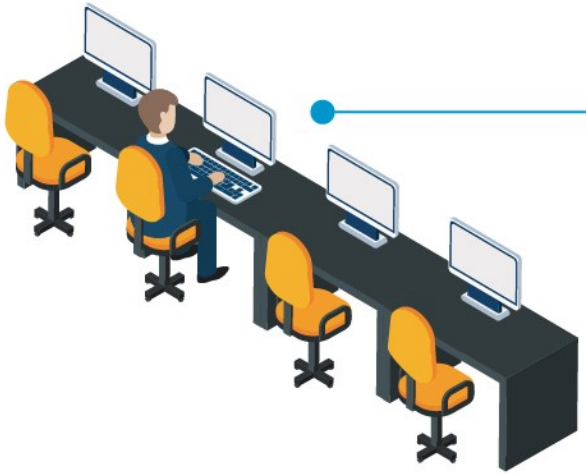
Effectiveness of Merchandise Display

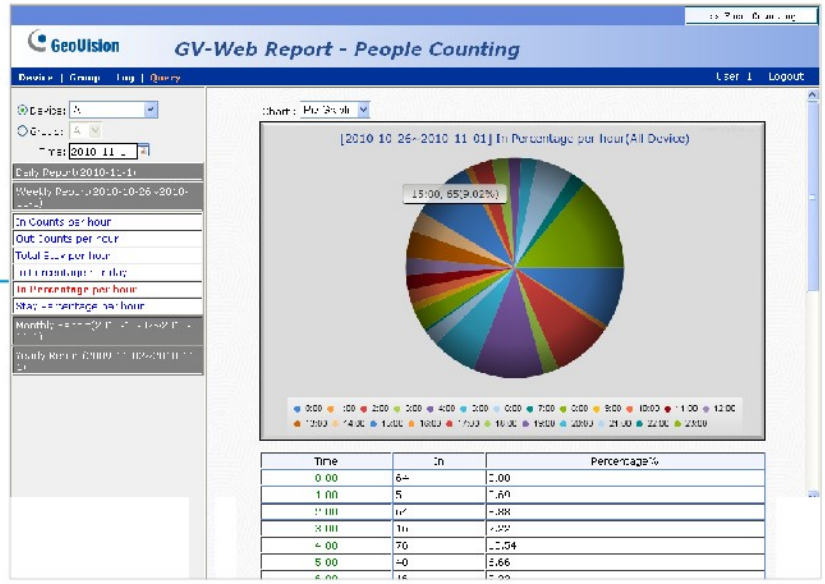
Determine cold zones and hot zones help to measure effectiveness of merchandize display. Evaluate the impact of display on customer flow and sales.

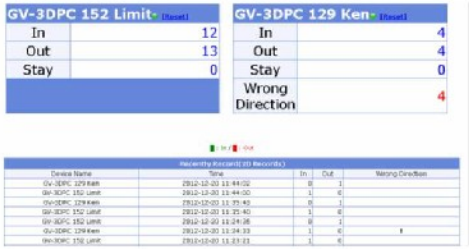


Data Analysis

GV-Web Report provides real-time and historic customer counting data across multiple stores. The information may help to improve store layouts, re-arrange merchandize displays, and assigning staff to match customer traffic.







Case Study

Improve Customer Service And Reduce Shrinkage

McDonalds in Latin America

Enhance Customer Service

Many customers wait in line but only 2 staff?
Staff deployement issue
Video Surveillance
Help McDonalds to find....

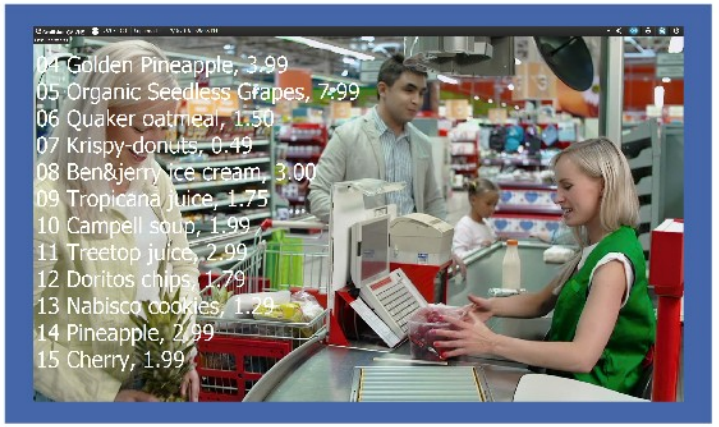
Video Surveillance
Help McDonalds to find....

Reduce Employee Theft

How Employee Steal From VOID Transaction?

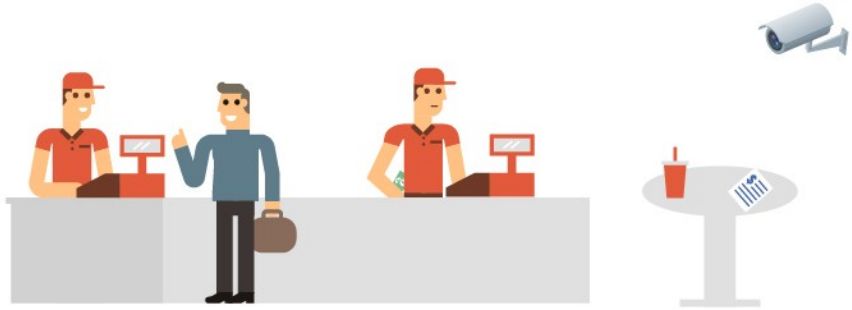
1 Customer leave invoice on table

2 Employee void transaction

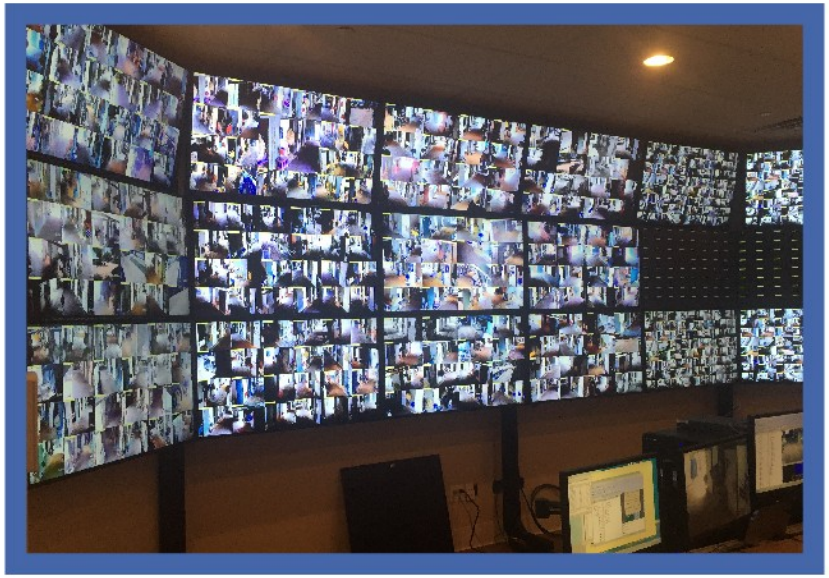


Void Transaction Video

3 Get money in pocket



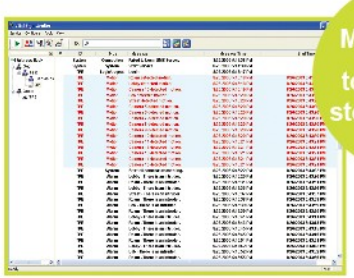
Advanced Functions Used in Retail Surveillance



Monitor up to **500** store servers

GV-CenterV2 Pro

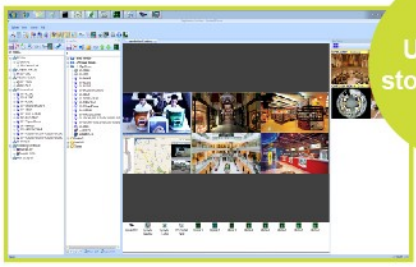
Immediately know what's going on in each store location.



Monitor up to **1,000** store servers

GV-VSM

Know what's going on in each surveillance camera, such as connection lost, storage full.



Unlimited stores servers

GV-Control Center

Video wall, server/camera/IO remote configuration

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